

Message Text

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PAGE 01 MONTEV 02284 141207Z
ACTION ARA-14

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FM AMEMBASSY MONTEVIDEO
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E.O. 11652: N/A
TAGS: BEXP, BR, UY
SUBJ: INTERNATIONAL TRADE FAIR IN URUGUAY, AUGUST 1979

REF: USDOC 11560

1. SUMMARY. AN INTERNATIONAL TRADE FAIR WILL BE HELD IN MONTEVIDEO IN AUGUST OF 1979. THE FAIR IS VIEWED AS A WAY TO PROVIDE RELATIVELY EASY ENTRY, DISPLAY AND SALES OPPORTUNITIES OF U.S. EQUIPMENT IN THE AGRO-INDUSTRIAL FIELD. THE EMBASSY RECOMMENDS PARTICIPATION. END SUMMARY.

2. EVER OTHER YEAR THE RURAL ASSOCIATION OF URUGUAY, A PRIVATE ASSOCIATION, SPONSORS AN INTERNATIONAL AGRICULTURE AND INDUSTRY TRADE FAIR. LAST YEAR ABOUT 150,000 PEOPLE ATTENDED THE INTERNATIONAL EVENT WHICH INCLUDED CANADIAN, GERMAN, BRAZILIAN AND ARGENTINE PARTICIPATION. THE FAIR IS FOCUSED ON AGRICULTURAL/LIVESTOCK ASPECTS, BUT AGRO-INDUSTRIAL EXHIBITS FEATURING AGRICULTURAL MACHINERY, FERTILIZERS, PESTICIDES, FOOD PROCESSING EQUIPMENT, ANIMAL MEDICATIONS, ETC. ARE COMMON.

3. THE FAIR IN 1979 WILL BE HELD AUGUST 2-16. THE EMBASSY HAS BEEN INFORMED BY THE RURAL ASSOCIATION THAT A 500 M2
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COVERED BUILDING CAN BE RENTED FOR \$15-180,000 FOR THE TWO WEEK PERIOD. SPACE FOR LARGE TENTS OR FOR OTHER NON-PERMANENT STRUCTURES RENTS FOR \$3-5,000. EQUIPMENT MAY BE IMPORTED ON A TEMPORARY ADMISSION BASIS ALLOWING FOR ITS SALE AT THE CONCLUSION OF THE FAIR.

4. THE EMBASSY BELIEVES THE FAIR CAN BE AN IMPORTANT VEHICLE

FOR THE RELATIVELY EASY ENTRY, DISPLAY AND SALE OF US EQUIPMENT IN THE AGRO-INDUSTRIAL AREA. THE EMBASSY COULD FACILITATE THE ENTRY OF EQUIPMENT TO BE DISPLAYED AND PROVIDE OTHER FACILITATIVE SERVICES TO US EXHIBITORS. THE PAST SALES SUCCESSES OF OTHER INTERNATIONAL EXHIBITORS ILLUSTRATE THE EFFECTIVENESS OF THIS KIND OF SALES APPROACH IN URUGUAY.

5. THE GOU IS ON THE VERGE OF ANNOUNCING MAJOR REDUCTIONS IN THE IMPORT COSTS OF AGRICULTURAL INPUTS, INCLUDING MACHINERY. ONCE DECREED THIS SHOULD STIMULATE DEMAND CONSIDERABLY. IF SUITABLE FINANCING TERMS CAN BE ARRANGED BY U.S. SUPPLIERS OF AGRO-INDUSTRIAL EQUIPMENT, THOSE FIRMS SHOULD BE ABLE TO TAKE ADVANTAGE OF THE INCREASING TRADE OPPORTUNITIES IN URUGUAY. PARTICIPATION IN THE FAIR WOULD BE AN IDEAL WAY TO TURN THESE OPPORTUNITIES INTO U.S. EXPORTS.

6. GIVEN THE ABOVE, THE EMBASSY RECOMMENDS THAT USDOC CONSIDER PROVIDING ASSISTANCE ENABLING SOME KIND OF U.S. PARTICIPATION AT THE 1979 FAIR. WE RECOGNIZE NOW THE LATENESS OF THIS REQUEST, BUT ARE HOPEFUL THAT SOMETHING CAN BE WORKED OUT.

CHEEK

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